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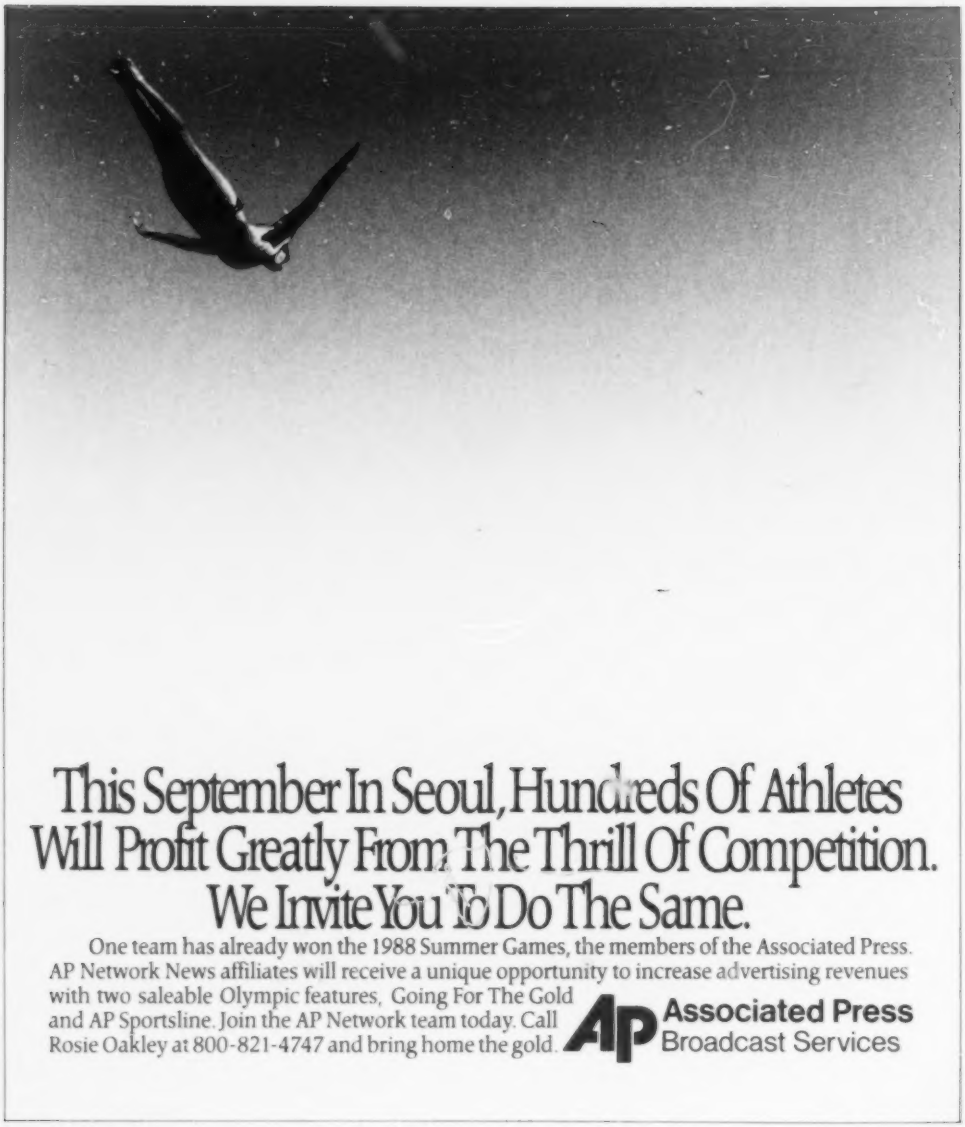
RADIO TELEVISION CABLE SATELLITE

Broadcasting Aug 22



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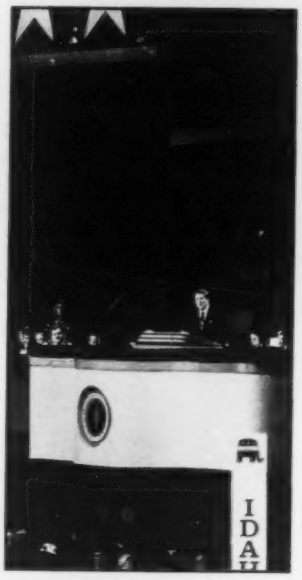
SPECIAL REPORT ON
Cable Programing

Vol. 115 No. 8

Broadcasting Aug 22

GOP Party... There was considerable grist for media mill—some 13,000 journalists strong—covering Republican national convention in New Orleans. NBC scores scoop of week in getting name of George Bush's choice for vice president prior to official announcement. **PAGE 19.**



Flat... TV broadcast network revenues are flat in second quarter. **PAGE 24.**

Wired... From basic to pay to pay per view, from sports to theatrical releases to original fare, world of cable programing is expanding and growing more

Showtime's 'Brothers'

lucrative. BROADCASTING's special report addresses resurgence of some forms of programing and hurdles to be crossed by others. It all begins on **PAGE 27.**

26/*CHANGE OF COMMAND*

J. William Grimes leaves ESPN Inc. to join Hispanic television network, Univision Holdings Inc. Roger Werner returns to ESPN, taking over chief executive position left by Grimes.

41/*PROMOTION PLANNING*

ABC, NBC and CBS plan strategies for promoting upcoming fall schedules. Mix of repeats and original product and staggered starts are making it challenging task.

45/*BIG DEAL*

Cablevision Systems buys Viacom cable systems serving Long Island and Cleveland and takes 5% interest in Showtime/The Movie Channel in deal valued at $575 million.

46/*IN FASHION*

Cable Value Network takes over operations of financially troubled Fashion Channel Network, moving service to CVN's Minneapolis base.

48/*NO LAUGHING MATTER*

Industry observers say libel and invasion of privacy suits against radio stations and personalities are on rise. Some stations are becoming more cautious about using pranks and practical jokes to attract listeners.

50/*THOSE OPPOSED*

FCC receives comments from broadcasters overwhelmingly against commission proposal to change present status of FM translator stations.

51/*TKO*

Fire at New York's Empire State building takes many of city's FM radio stations off air for about three hours.

53/*PRIVATE PROPERTY*

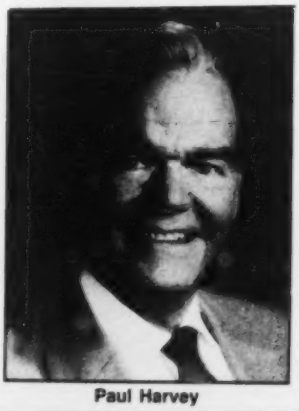
Management group led by Milton Maltz, chief executive officer and majority owner of Malrite Communications Group, offers $141 million for Malrite, company that went public in 1984.

88/*DAY IN COURT*

U.S. District Court rules that Satellite Broadcast Networks Inc. violates Copyright Act by retransmitting broadcast signals.

25/*RADAR RANKINGS*

ABC Radio's veteran commentator, Paul Harvey, captures top five network radio program slots, with his weekday morning program reaching more than 6 million listeners ages 12 and over, according to just-released spring 1988 RADAR results.



Paul Harvey

60/*MORE INFORMATION*

National Telecommunications and Information Administration report calls for lifting of judicial and regulatory restrictions on Bell Operating Companies so they can offer information services.

87/*PUBLIC PERSONA*

National Association of Public Television Stations President David Brugger's career began same year Corporation for Public Broadcasting was formed. They have both come long way since.

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unaware of dual standards practice.

On June 8, children's television bill breezed through House 328 to 78. Chances for Senate action were considered good, but Tim Wirth (D-Colo.) says he may amend measure, which could complicate prospects for passage. Wirth is drafting alternative proposal (with more stringent requirements) to House bill (BROADCASTING, Aug. 8), which is expected to draw opposition from broadcasters. NAB says it won't fight House bill, but would oppose any amendments that might occur when Senate acts. Moreover, Justice Department has written Senate Majority Leader Robert Byrd (D-W.Va.) opposing House legislation and promising to recommend presidential veto (BROADCASTING, Aug. 1). Office of Management and Budget released statement opposing bill prior to House action, but stopped short of recommending veto.

Bill is product of negotiations between Subcommittee Chairman Ed Markey and NAB and proposes commercial limits in children's programs of 10½ minutes per hour on weekends and 12 minutes on weekdays. Measure has undergone considerable revisions and excisions, among latter language requiring broadcasters to air one hour per day of informational and educational programing and provisions to curb so-called program-length commercials.

Comparative Renewal

FCC took first step toward revamping much-maligned comparative renewal process, launching combined rulemaking and inquiry at June 23 meeting aimed at making it easier for broadcasters to win comparative renewal hearings and discouraging groups from using process to "extort" money from broadcasters.

The FCC proposed limiting payments broadcasters can make to challengers in settlements of comparative renewal proceedings and to groups in exchange for withdrawal of petitions to deny renewals. In addition, it proposed requiring fuller ownership and financial disclosure information from competing applicants, clarifying standards that broadcasters must meet to win "renewal expectancies" and reconsidering some criteria used in comparative hearings, particularly diversity of ownership.

FCC stopped short of proposing two-step renewal process, by which FCC would first decide whether to renew license before considering competing applicants.

Talk of reform comes as thousands of radio and television stations file for renewal over next few years. Most prominent comparative renewal case, involving CBS's WBBM-TV Chicago, was settled when CBS agreed to pay only legal expenses of challenger, Center City, in exchange for its dropping of challenge. Settlement followed FCC administrative law judge denial of most of Center City's discovery requests.

Compulsory License

FCC is conducting inquiry into cable compulsory license, and may have "front burner" item ready for action in late summer or early fall. If views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license, although Patrick has acknowledged that abolishing it for carriage of local stations would create some practical problems.

Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered legislation (BROADCASTING, April 4) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure in June (BROADCASTING, June 20). NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must-carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its long-standing opposition, arguing that license should be left alone for time being.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,913	287	5,199
Commercial FM	4,085	565	4,650
Educational FM	1,339	297	1,636
■ Total Radio	10,337	1,149	11,485
FM translators	1,585	435	2,020
Commercial VHF TV	543	18	561
Commercial UHF TV	501	200	701
Educational VHF TV	119	6	125
Educational UHF TV	215	30	245
■ Total TV	1,378	254	1,632
VHF LPTV	106	163	269
UHF LPTV	282	1,143	1,425
■ Total LPTV	388	1,306	1,694
VHF translators	3,067	109	3,176
UHF translators	2,179	348	2,527
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration†	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 88.6 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

Crossownership

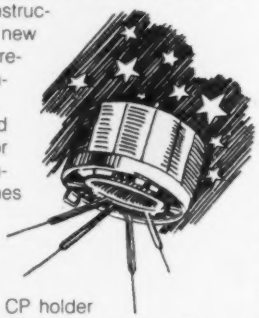
■ *Telco-cable*—FCC has tentatively concluded it should recommend Congress lift cross-ownership ban on telephone companies providing cable television service in their service areas. Commission, which made proposal at its July 20 meeting, will seek comments on subject, as well as on separate considerations to loosen its own regulatory restrictions on crossownership. FCC move follows National Telecommunications and Information Administration report on cable television regulation that recommended that telephone companies be allowed to serve as transporters of others' programing in telcos' own service areas (BROADCASTING, June 20). They should be allowed to provide "video dial tone" to anyone with program to offer, though not programing of their own, in NTIA's view. At present, not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T is seen as barrier to such crossowner-

ship by seven Bell operating companies. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC entry into information services, including cable. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban.

National Cable Television Association and California Cable Television Association have asked three FCC commissioners to review staff's April 12 decision to waive telco-cable crossownership rules and allow GTE to build cable system in Cerritos, Calif.

Direct Broadcast Satellites

■ April 8 round of applications at FCC brings current total to eight U.S. firms holding or seeking DBS construction permits—four new applicants, three requests for construction permit modifications and one request for four-year extension. But Hughes Communications, as major established fixed-service satellite operator and DBS CP holder with a 200-watt bird already in construction, is likely best qualified to launch and operate first U.S. high-power, direct-to-home delivery of entertainment programing. DBS's high-power signals allow delivery to very small, affordable earth stations, promising consumer market much larger than current two million backyard dish market. Already dominant mode of program distribution in Japan and moving fast in Europe, DBS will definitely become a reality in U.S. in the 1990's, Hughes has said.



Next most viable competitor in race to provide first DBS service here may be GE Americom. With 60-watt Ku-band birds, Satcom K-1 and K-2, already in orbit in fixed satellite service arc, GE is trying to bring together "business system," including programers and cable operators, to launch K-3 and K-4, now under construction, to provide service to both cable industry and home businesses, with cable likely retailers (BROADCASTING, July 18). Hughes says such service would only be "interim" step toward its 200-watt service.

One applicant, Advanced Communications, and interested party, Washington-based Wireless Cable Association, filed petitions June 17 to deny construction permit to another applicant, Tempo Satellite. Petitions argued that Tempo's parent company, Tele-Communications Inc., has "monopoly power" and that "horizontal concentration of ownership within cable" means firms like TCI "can use their leverage over cable program suppliers to impede development of competitive technologies." TCI backing of Tempo DBS venture may indicate that cable operator resistance to a distribution form that threatens to bypass cable may be passing. Dominion Video, granted 1986 construction permit for 16 DBS channels, announced finalizing deal to purchase one, possibly two, birds from GE Astro-Space, proposing to launch one by spring 1989.

High-Definition TV

■ Date for second congressional hearing of summer on HDTV by Telecommunications Subcommittee has been rescheduled for Sept. 7. Subcommittee is also sponsoring HDTV equipment demonstration on Capitol Hill Sept. 8-9.

Systems subcommittee of FCC's advisory committee on Advanced Television Services (ATS) met last week to begin work on second interim report on HDTV transmission. Report will review claims of 18 system proponents and detail procedures to be used in testing of prototype hardware in terrestrial transmission tests.

Special FCC meeting is tentatively set for September 1 to consider possible actions following release of first interim report by ATS committee, including second inquiry and rulemaking. Report concludes that full HDTV broadcasting standard should be commission goal, either at once or through evolutionary EDTV system as first step.

Peter Fannon, former president of National Association of Public Television Stations, has been named executive director of Advanced Television Test Center (ATTC), project cosponsored by NAB, ABC, NBC, CBS, PBS, Association of Maximum Service Telecasters and Association of Independent Television Stations. He joins Charles Rhodes of Philips Labs who was named chief scientist of center

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crews running around."

The RNC Network, incidentally, did not restrict itself to providing an in-house feed. It put its pictures on Westar 4 to make them available to any station or cable system that was interested. Or individual homes. Goode said he had received calls from a number of individuals who had picked up the signal on their home earth stations. "The network," Goode said, "is working very well."

It was not only the network the Republicans employed as a means of leapfrogging the broadcasters. The Republican National Committee, in cooperation with the Republican Senate and House campaign committees, offered a service to television stations that were not represented in New Orleans. If a station had a downlink and was interested, the Republican organization in New Orleans would make members of their states' delegations and other local officials available for interviews via satellite and telephone hookup, with the Republican organization personnel operating the camera in the Superdome. The material was taped and fed by satellite within an hour. Mary Mead, deputy convention manager for media relations and public affairs, said the operation was feeding about 25 interviews a day—100 for the four-day convention. For the Republicans, it was a good way to use the satellite when it was not needed for the RNC Network. For the 100 stations, it was the next best thing to being in New Orleans.

□

Despite the roller coaster excitement of the convention last week—the announcement of Quayle and the immediate eruption of controversy regarding his National Guard service—the ratings story of the convention was the same: down. The cumulative ratings for the networks for the four-days in New Orleans were poorer than the already poor record achieved in Atlanta last month (see below). So those who have grown weary of sharing a diminishing audience were not impressed by the drama—and the potential

TV networks post flat revenue in second quarter

The trend of television network revenue continues to be flat, as evidenced by second-quarter numbers provided last week by the Broadcast Financial Management Association. Those figures, assembled from unaudited numbers voluntarily submitted by ABC, CBS and NBC to Arthur Young & Co., showed an overall increase in the April-through-June quarter of less than 1%, to $1.76 billion.

More than half that sum came from prime time advertising, which declined less in the second quarter than it had in the first. The second-quarter figures, which showed a 1% decline to $923.6 million, confirm reports of an improvement in the scatter market over the first quarter.

A reversal was registered in daytime, where a decline of nearly 12%, to $263.8 million, compared to the prior-year's second quarter, ended short-lived improvement for the daypart registered in the first quarter.

The offsetting good news for the three networks came in sports, where revenue jumped 21%, to $240.8 million; news, which showed a gain of 4.5%, to $203.9, and late night, which was up a strong 15.6%, to $95.3 million. The late daypart was up roughly the same percentage in the first quarter as well.

Network revenue from children's programing was down 8.6%, to $33.4 million.

The numbers released last week show that for the first half of the year, three-network revenue increased 9%, to $3.65 billion. An analysis would show that absent the first-quarter's winter Olympic games, three-network revenues have shown little increase.

For all of 1988, the networks will benefit both from the upcoming summer Olympics and from political advertising. Through the second quarter, political advertising on the three networks has amounted to less than $1 million.

Second-quarter television network revenue: 1988 vs. 1987

(Add 000)

	Prime Time	Late Night	Daytime	Children	Sports	News	Total
Revenue from client-supplied programing							
Second quarter '87	$12,162	$0	$315	$0	$2,598	$0	$15,075
Second quarter '88	11,334	0	0	0	3,490	0	14,824
% change	-6.81	0	-100	0	34.33	0	-1.67
All other gross revenue from time sales							
Second quarter '87	1,084,999	96,983	351,862	42,960	230,874	229,325	2,037,003*
Second quarter '88	1,074,957	112,119	309,927	39,249	278,839	239,730	2,054,821*
% change	-0.93	15.61	-11.92	-8.64	20.78	4.54	0.87
Total gross revenue from time sales							
Second quarter '87	1,097,161	96,983	352,177	42,960	233,472	229,325	2,052,078
Second quarter '88	1,086,291	112,119	309,927	39,249	282,329	239,730	2,069,645
% change	-0.99	15.61	-12	-8.64	20.93	4.54	0.86
Less advertising agency commissions							
Second quarter '87	164,315	14,548	52,495	6,405	34,159	34,283	306,205
Second quarter '88	162,651	15,796	46,107	5,853	41,545	35,838	308,790
% change	-1.01	15.45	-12.17	-8.62	21.62	4.54	0.84
Total net revenue from time sales							
Second quarter '87	932,846	82,435	299,682	36,555	199,313	195,042	1,745,873
Second quarter '88	923,640	95,323	263,820	33,396	240,784	203,892	1,760,855**
% change	-0.99	15.63	-11.97	-8.64	20.81	4.54	0.86

Includes $18,558,000 in color insertion revenue for 1987 second quarter and $20,217,000 for 1988 second quarter

**Includes political parties/candidates revenue of $205,000*

THE CABLE NETWORK PROGRAMING UNIVERSE

BASIC SERVICES

Network Systems Subscribers	**ESPN** 19,500* 47,800,000	**CNN** 8,298 46,869,000	**WTBS** 9,171 45,718,000	**USA Network** 10,100* 45,200,000	**MTV** 5,010 42,700,000
CBN 8,215 41,642,000	**Nickelodeon** 6,195 41,200,000	**Nashville Net.** 7,335 41,051,392	**Lifetime** 3,800 39,800,000	**C-SPAN** 3,014 39,200,000	**Nick at Nite** 3,285 36,900,000
Weather Ch. 3,200 36,000,000	**A&E** 2,600 34,200,000	**Discovery Ch.** 3,567 33,800,000	**Headline News** 3,228 32,693,000	**FNN** 3,500 30,500,000	**VH-1** 2,140 27,900,000
WGN-TV 11,071* 24,653,463	**Score** 1,150 20,000,000	**CVN** 1,600 20,000,000	**BET** 1,200 20,000,000	**HSN I** 1,342 15,700,000	**C-SPAN II** 539 15,700,000
Learning Ch. 930 12,800,000	**QVC Network** 931 12,600,000	**WWOR-TV** 2,499 12,302,073	**Telshop** 850 12,000,000	**Silent Network** 350 10,300,000	**Eternal Word TV** 461 10,100,000
Fashion Ch. 600 10,000,000	**Inspirational Network** 950 10,000,000	**WPIX(TV)** 858 9,678,474	**Travel Channel** 260 9,300,000	**Trinity** 650 8,000,000	**Tempo TV** 700 8,000,000

Country Music Network 830 8,000,000	**Movietime** 273 7,000,000	**Acts** 358 6,600,000	**HSN II** 302 5,500,000	**KTLA(TV)** 182 4,929,355	**Shop TV** 119 4,400,000
Nostalgia 325 4,000,000	**KTVT(TV)** 417 3,588,270	**Galavision** 290 3,000,000	**Mind Extension University** 70 1,700,000	**Family TV Net.** 50 1,100,000	**America's Shopping Ch.** N/A 1,000,000

PAY SERVICES

HBO 7,400 15,900,000	**Am. Movie Classics** 1,500 12,000,000	**Showtime** 6,000 6,300,000	**Cinemax** 4,200 5,100,000	**Disney** 5,000 3,810,000	**Movie Channel** 6,000 2,600,000
Bravo 320 1,100,000	**Playboy** 500 490,000				

PAY-PER-VIEW SERVICES

Systems Addressable homes Total basic homes	**Viewer's Choice I and II** 181 3,500,000 5,000,000	**Request TV** 190 3,200,000 4,500,000	**Home Premiere Television** N/A 1,200,000 N/A	**Cable Video Store** 65 175,000 1,800,000	**Zap Movies** 7 66,000 170,000

* Affiliates include noncable system distributors.
Showtime The Movie Channel does not break out individual system counts.
PPV numbers are for systems, addressable homes and total basic homes.
Figures for WGN-TV, WPIX(TV), KTLA(TV) and KTVT(TV) include TVRO and SMATV affiliates.

more than justified our increased marketing expenses, and once those customers who are getting their first month free—if that is the promotion—once they complete that first month, they become full revenue-paying users," he said.

In the case of offers that give viewers a free month or two of a premium channel, there is always some drop-off of viewers after the promotion. In HBO's case, Billock says that "we end up keeping about 60% of the gross installations in the post-promotion period." But even at that rate, he added, "it is a very economic strategy for us to be executing because we're growing at such an aggressive clip. Also, with these promotions we do a lot of marketing against the homes-passed marketplace, and those homes have been holding basic cable at about a rate of 80%-85%, so the net result is that while there are marketing costs, both the operators and the supplier, or HBO, are experiencing very heavy growth."

Jim Honiotes, director of programing, Jones Intercable, agreed: "The key to our growth has been aggressive marketing and promotion. Our year-end growth rate when we annualize the rate from the first two quarters will work out to an increase of 8%-9% from last year."

Although movies continue to be the staple of the pay channels' menus, original programing is now seen as a means of establishing an individual identity for channels, as well as providing viewers with programing exclusive to that channel. "The key to success for pay channels is original programing," said Paul Napper, analyst, Crowell, Weedon & Co., a Los Angeles brokerage firm. "Original programing makes the viewer think that if they don't get this channel they'll miss out on seeing the programing, that they won't be able to see it anywhere else," he said. "Exclusivity is very important because viewers want to know that they can get programing not available anywhere else," Napper said.

According to Gary Keeper, vice president, original programing, Showtime, "Showtime's original programing, generally speaking, is more expensive than buying movies. That being the case, and if you figure that most people purchase the service for the movies, then why would we bother at all?" The reason, said Keeper, "is that we feel we need to have the subscribers feel that they are getting their money's worth, that there is unique product on that screen that it is worthwhile for them to pay for month after month. In order to do that, there needs to be a mix of programing, and it needs to be of very high quality. We're convinced that the enhancement of the service by original programing means a lot to the subscribers, that they're saying, 'I've got all these movies, but I also have all this other programing.' I think a lot of it is perception, that they want to know that all that other programing is available. For instance, in the case of a series where they can accept the familiar faces and come back to them week after week, that kind of viewer loyalty is very important to us."

Keeper also feels that subscribers "want

HBO's Billock

Disney's Cooke

to get a complete entertainment package, and this way they are getting all those top movies that we promised them, but they're also getting big concerts, big comedy acts, series and high-quality made-for-cable movies, all that are video-proof, that they are not going to get anywhere, except on Showtime." Currently, 30-35% of Showtime's schedule is made up of original programing. Keeper said that Showtime is satisfied with that figure now, but he sees a possibility of an increase in the future and hopes that by 1991 the pay channel will program one made-for-Showtime movie each month.

Home video has played a part in the pay channels' interest in original programing, according to Honiotes. Now that viewers with VCR's can see theatrical releases much sooner on videotape than on their cable channels, the pay services find themselves in a position similar to that of the broadcast networks during the '70's, when cable began showing theatrical releases months before the broadcast networks' windows for those releases were scheduled. With original programing such as made-for-cable movies and series, Honiotes said, "pay channels are able to get back some of the exclusivity that they've lost to home video."

Indeed, differentiation of services has become a prime marketing base on which pay

The second coming of

After early struggle, sports channels hit stride, thanks in part to cooperative programing and shift to basic cable

Not too many years ago, regional cable sports services were as good as any place in the cable business to lose money. Spurred by high programing ideals, aggressive business plans and an abundance of channel capacity, dozens of sports services were launched. Some were full-fledged, year-round services; others were pay services centering on major league sports teams. Not all made it.

Some were disbanded; others were bought by other operations. But some made it through earlier struggles and are now profitable today. This year has sparked a resurgence in activities in regional sports programing. Earlier this year, two services were launched in Florida—SportsChannel Florida (affiliated with Cablevision Systems Chairman Charles Dolan's four other regional sports services) and the Sunshine Network (owned by a group of cable operators). The Z Channel in Los Angeles, a movie service, added a sports component to its lineup and is going head to head with Prime Ticket in that market. There are already two regional sports networks in both New York and Boston. United Cable, Bill Daniels (who owns 50% of Prime Ticket) and Home Sports Entertainment (which owns a Houston-based sports network and 49% of the Sunshine Network) will launch a regional service for the Rocky Mountain area next November. Viacom, Tele-Communications Inc. and Heritage are exploring the creation of a service based in San Francisco. United has taken a look at the Pacific Northwest, and SportsChannel is looking at Cleveland and Minneapolis for start-up operations. In its present markets, SportsChannel places its spillover games in New York on a second channel and has considered second services in Philadelphia and Chicago.

Not only are regional operations growing in number, but there are, increasingly, cooperative programing arrangements among the services. The prime example of their collective clout is the $53-million rights fee SportsChannel has paid for 50 National Hockey League games and Stanley Cup action. Those games will appear on SportsChannel's five services—New York, New England, Philadelphia, Chicago and Florida—and the network is talking with other regional sports entities about carriage.

A group including primarily the non-SportsChannel services met in New York earlier this year to talk about pooling funds for a major event or two, such as a PGA golf tournament. That group represents a subscriber base of upward of eight million.

Already, services borrow games from other sports services, within the bounds of rights contracts, to bring top-flight, professional sports programing to their markets. The Sunshine Network, for instance, is carrying more than 100 Major League Baseball games, drawing from three other sports services this year. Those agreements allow regional networks to supplement games of interest in their local area, with baseball, college football and college and professional basketball.

In addition to the regional networks, services carrying only one team for a particular sport are doing business. Tele-Communications Inc. has been successful with Pirates on Cable in Pittsburgh. There are cable sports networks for the games of the Buffalo Sabres, Utah Jazz and Portland Trailblazers.

Services have been able to draw top-flight sports (all the major leagues, except for the National Football League) at rights costs that do not cripple the service. Advertising, naturally attracted to sports, has increased to provide a bona fide revenue stream. There has been a gradual shift from pay to basic among sports services, increasing distribution, and translating into more per-subscriber fees and advertising revenue. The cores

channels are building. "The demand for pay is currently very strong," said Nora Ryan, senior vice president, marketing, Showtime. "Showtime has shown steady growth for over a year now, actually record growth for the past year," she said. One reason for that growth, said Ryan, is that "consumer awareness about differentiation has really begun to take hold. Over 60% of the people who have Showtime and HBO now understand the instance of exclusive movies on one channel or another, and we feel that awareness has contributed to the growth of multipay homes as well as to the overall growth of Showtime."

One pay channel service relatively unaffected by the home video industry is the Disney Channel. "In the time that I have been here [since August 1985], we have seen the penetration of VCR's in our subscriber base go from 50% to just over 80%, and that has not been a competitor to our business. In fact, our subscribers use the VCR's to capture some of our programing for subsequent use," said John Cooke, president, Disney Channel. "We are not in the all-movie business, the kind of business that others are in, where the VCR could completely satisfy the alternative to pay television," he said. "For us, we are really in the family entertainment business, and our programing ranges from pre-school series in the morning to made-for-TV movies in the evening to specials in the evening to series programing in the evening. All those programs fill various needs for different segments in the household, and they are also needs that aren't satisfied by the VCR. We have had a unique niche that we filled, and in that position we were really immune from a lot of the other issues that the other pay services had and we had an opportunity to grow dramatically because of the special service we filled in the household." Cooke added, "No other pay service tries to program by daypart for the different segment that you would expect in front of the television during that daypart."

Not all pay channels have participated in the growth of the past 18 months or so. HBO's Festival service, launched last year, is being canceled, effective at the end of this year. Limited channel space and failure to reach its intended audience were apparently the causes of the demise of the family-oriented channel. The Playboy Channel, because of decreasing subscriber rates, has announced that it will restructure its format. In addition to changing its name to Night Life, the channel will discontinue its edited X-rated movies, opting instead for softer R-rated features. Night Life will also program more mainstream, R-rated action films. □

By Steve Coe

regional cable sports

of many major cities, unwired four or five years ago, are getting cable now.

"We are now in a position we always expected," said Tom Chestnut, senior vice president, SportsChannel America. SportsChannel's operations in New York, Chicago, Philadelphia and New England "are or are on the cusp of making money," he said. "Now you're getting regular places where people look for sports. People see that as the future—sports on cable."

Sports is home video proof. "You can't go down to the home video store and rent tonight's Rangers game," said Marty Brooks, vice president, programing, Madison Square Garden Network.

The regional sports idea has been tied to cable for more than a decade. "A lot of people saw the potential for this type of success" with New York and Philadelphia, said Chestnut, but one of the early problems was that "the teams wanted too much money." Regional sports on cable has always been "good for the teams and good for the cable operators," said Chestnut. "Now it is becoming good for us." "It took a little longer for it to become a good business for us. There wasn't a road map to follow," he said.

Even SportsChannel found the hurdles higher than it first expected. "We have come to learn it is a three-to-five-year payoff," he said, "and we did not know that from day one."

Bill Aber, vice president and general manager of Home Team Sports, a Washington-Baltimore sports service, said HTS, which just passed one million subscribers, is a year away from profitability. The problems of the early 1980's he attributed to "bad business forecasting" that included "pie in the sky ideas, and very rapid returns on investment...We already knew it was probably five years," Aber said, "but we couldn't predict the slowness with which D.C. and Baltimore were cabled." The uncabled city cores were where the staunchest support for the local teams was concentrated.

Now there is a "second breadth of maturation," said Aber. There is much more realism on the part of teams, the operators and the networks, he said. HSE's Dick Barron, executive vice president, said the growth in sports services is "just a natural evolution of the business in areas where it made sense." Those with staying power are the operations that stay "lean and mean and don't overpay for rights," he said. HSE, although expanding today, at one time was retreating. It closed an operation in Pittsburgh several years ago and combined its Dallas and Houston services into one operation.

The basic versus pay conundrum

Most regional sports services are basic only or are a combination of basic and pay. In some markets, the sports service is on a pay tier at the core of the market, but on basic outside the core. And although the existing pay sports services continue to operate that way, the new services coming on line—the two in Florida and the proposed one in Denver—are basic services.

HSE executive vice president, Dick Barron, said HSE is a pay service within 90 miles of the base market and on basic systems farther out. The pay split with the operator is 50/50, he said, with a $2.50 minimum. About 80% of HSE's revenue comes from subscriber fees, and the other 20% from advertising. For the moment, Barron believes HSE can continue the dual basic/pay offering in Texas. "I think we can hold out," he said, but he predicts that services will be "looking at going all basic eventually." The teams are worried about the gate, he said, but contends that "the function of a full house is a winning team," not its cable rights setup.

SCA's Chestnut said the decision to go basic "is really a market by market question. Every market has a different set of conditions." But he said SportsChannel is "leaning toward basic because it takes longer to build a pay base." In Florida, SportsChannel is on basic, and after SC acquired Sportsvision in Chicago it converted it to basic. "We were looking at it being a pay channel and recognized that is was never going to work that way," he said. The decision was made "to make it basic and give access to everybody," he said.

"We are basic because we want to be," said Prime Ticket President Tony Acone. The goal is to reach the greatest percentage of the base, he said, then "convert subscribers into viewers." In essence, said Acone,

The Washington Capitals on Home Team Sports

"you are shooting with a rifle after you've hit it all first with a shotgun."

Said MSG's Brooks: "We are a basic service. We feel the greatest distribution possible is in our best interests. Our birthright is basic."

Unlike other pay services, the pay sports services, like their basic brethren, carry advertising. And advertising, like the sports services themselves, is growing. The key to advertising, said Chestnut, is market size. SportsChannel is in good shape, having operations in three of the country's four largest DMA's. "New York is clearly the leader," he said. Still, he said, some advertisers "are slower in coming to the conclusion that regional sports is a viable advertising vehicle."

Robert Fennimore, president of Rainbow Advertising Sales Corp., which handles advertising for SportsChannel's regional services, said advertising will be up 43% for all five networks, and 36% in New York. The list of advertisers has expanded, he said, and "our renewal rate is incredible," between 85% and 90%. "Each year the uphill run becomes a little flatter," he said. "The product is finally accepted," he said, and that is "contagious within ad agencies...Advertisers realize this product we deliver is a great product."

HTS's Aber said he is 100% sold out for major events. But he is cautious about too much advertising on a pay channel. "You ought to limit it since people are paying," he said. On the other hand, the natural breaks in sporting events are tailor-made for commercials, and sports service operators report that viewers are used to seeing commercials in sporting events. The advertisements follow the flow of the game, said Barron. "We don't create breaks to make money."

Aber said local ad sales on HTS will be up 100% over the year earlier. "You have a very, very efficient audience sitting at home," he said. Barron describes the typical viewer as upscale, high income, with lots of education and viewer loyalty to several games a week at a several-hour stretch.

Although the only ratings sports services have are the telephone coincidentals many periodically gather, Aber noted a different ratings criteria. Every 30 days, the viewers make the judgment to retain the service when they pay the cable bill. Churn, said Aber, seems to hit twice a year, at the beginning and end of the baseball season. It runs 6% to 7% at those times, and less than 5% at other times.

"Cable is getting stronger daily," said Bill Wischman, general manager of the Pro-Am Sports Service in Detroit, and the advertising has come around. "We were low on the totem pole," he said, but now "we're selling out, which we never did before." Sports, he added, "is probably your best seller anyway."

What regional sports bring to advertisers, instead of ratings, is "a lot of potential, and feeling for the actual event," said Prime Ticket's Acone. That the teams have already appeared on broadcast TV gives an advertiser a yardstick. "They realize we're not sitting here with Nielsen numbers...but they know the position and placement [of the events] in the marketplace," said Acone. He said advertising on PT has increased each year, but gave no details. He said Prime Ticket is "moving aggressively into research" to gauge subscriber viewership.

Sports channel scorecard

Service	Subscribers
Madison Square Garden Net.	2,400,000
Prime Ticket	2,300,000
Sunshine Network	1,900,00
SportsVision Chicago	1,400,000
Sportschannel New York	1,200,00
Home Team Sports	1,080,000
Sportschannel New England	952,000
Pirates on Cable	925,000
Home Sports Entertainment	850,000
Pro-Am Sport Systems	505,000
Prism	430,000
Sportschannel Florida	400,000
New England Sports Network	275,875
Z Channel	110,000

The shared programing connection

The growing use of shared sporting events is adding to the quality of programing on regional sports. The best test of that approach will come this winter, when SportsChannel America will launch with the NHL as its keystone package. SCA will carry 250 live major events a year. There will be 50 NHL games, two each week, plus the All Star game and coverage of the Stanley Cup playoff series, which could mean another 36 or 37 games. Those games will be supplemented with college football and basketball (Notre Dame and several Florida schools), and tennis and boxing. SC's *Sports Nightly* news show, hosted by Lee Zeidman, will be expanded to include other hosts and more sports information.

Operators will be able to pick up two to three nights of SCA programing for nothing ("Closed Circuit," Aug. 15) from Oct. 6 through December. The full, seven-day-a-week schedule will begin in January 1989. SCA hopes to have 10 million subscribers on line this fall (the SportsChannel services combined reach nearly five million) and 30 million by the end of the three-year NHL contract.

But the reaction from other regional sports outfits has been guarded. "How much more hockey can we have?" asked HTS's Aber. HTS will carry 80 games of the NBA Bullets and NHL Capitals this winter, along with college basketball. There are not 50 nights available on HTS's schedule for that many NHL games, HTS said.

HSE's Barron is also concerned that a national hockey package won't work as well as regional sports. "What makes us successful is the regionality of what we do," he said. "It's a bold stroke on Dolan's part," Barron said, but "it's a lot of money." Still, HSE's corporate parent owns the New Jersey Devils, and although there are no hockey franchises in Texas, Barron said he does have room on his schedule to carry some games.

SportsChannel America's Chestnut agreed that regionality is the key. "Once the regionals understand the flexibility with the NHL, that argument [that national games won't be of interest to local fans] goes away," he said. SCA will have the pick of any game on the schedule, so regional services can tailor their selections as much as possible and provide viewers with live games versus taped programing, said Chestnut.

A SCA Major League Baseball package, if it were a successful bidder, would follow the same formula, he said. "Our approach would be to break down a national package into a regional component," said Chestnut, as the networks now approach NFL coverage.

The ad hoc group of sports services, primarily nonSportsChannel services, are also looking to share events. MSG's Brooks said: "Our primary focus is regional sports, but we couldn't fill every hour of events with just regional networks." The goal of the ad hoc group, he said, "is to get quality first-run sports programing."

While networks are looking for better programing, and a way to share programing costs, they are also looking to expand into other markets. SportsChannel, with its hockey package in hand, is the most obvious.

Dolan, general partner of Cablevision Systems, SportsChannel's parent, said Cleveland and Minneapolis were two markets into which SportsChannel may venture. "We think Ohio is ready for a regional sports service," he said. But "it takes a lot of organizing to get it ready...We're talking to the teams and hope we can come up with a plan," he said. Minneapolis is one of two NHL markets without a regional sports service. And the ownership of the Minnesota North Stars (NHL) and the Cleveland Cavaliers (NBA) is the same, said Dolan.

San Francisco and the Pacific Northwest are two areas where "we are not actively involved," Chestnut said, but added that SCA is "delighted to see other people breaking fertile ground" in organizing sports services. Whether SCA is a service owner or a program supplier, said Chestnut, it is a win-win situation for the company. Five years out, he predicted there would 25 to 30 markets where regional sports services would be in place.

SportsChannel also considered adding services in Chicago and Philadelphia. Plans for a second service in Philadelphia have been put on hold, said Chestnut, pending greater available of games from the professional teams. In Chicago, Chestnut said, "we're looking at SCA combining to strengthen SportsVision."

Home Sports Entertainment has also expanded its horizons, being the managing partner in the Sunshine Network and taking a piece of the Denver-area sports service that will launch next November. "We're looking at any region that makes sense," said HSE's Barron. What makes sense are markets that "have the teams, have the product and have the number of homes," he said.

There is also the beginning of regional sporting events on pay per view. Barron said

HSE has used PPV for some college football and Dallas Mavericks playoff games. The reason is simple: "You try to maximize your revenue off your product."

Barron will sell to both cable systems and TVRO owners. He said Texas has 22% of the country's dishes, or about 400,000. "It's a nice little business all by itself," he said.

Prime Ticket's Acone is also bullish on PPV. "Somewhere out in the future is a very, very strong PPV business," he said. And he sees developing from a basic service, more so than a pay sevice. PT promoted the Mike Tyson-Michael Spinks fight very heavily, Acone said. "It was logical to promote to an everyday sports channel." That promotion can "uptick the value of PT for the operator" by driving up buy rates and making PT a key affiliate and part of the cable operator's core business, Acone said.

Chestnut said PPV is something SportsChannel has looked at, and was under consideration for a time as a second service in Chicago.

Intermarket competition

Regional sports services have grown to the point that this year the number of markets where two competing services are going head to head has doubled from two to four. In New York, SportsChannel and Madison Square Garden Network do battle. In Boston, there is SportsChannel New England and the New England Sports Network (owned partly by the Boston Red Sox and Boston Bruins). This year, Florida and Los Angeles joined the two-sports-services list.

"Some markets can handle two services at the same time," said Chestnut, citing New York, where there are seven professional sports teams. But in Florida, said Chestnut, "the competitive element is robbing subscribers of programing."

"We are making money," said Marty Brooks, vice president, programing, MSG, whose key is the Knicks and Rangers games on the service. MSG and those two sports teams are owned by Gulf + Western. In Florida, the two basic regional sports services contest is keyed on distribution. The Sunshine Network, owned by 11 MSO's, has 1.9 million subscribers and is a state public affairs service by day and sports on evenings and weekends. HSE is the managing partner and helped by them, Sunshine will carry 108 Major League Baseball games this year, plus other local college sporting events, including football of Florida State, considered a top 10 power this year.

SportsChannel will claim about 400,000 subscribers, once several deals come through, including Paragon Cable, which will account for 210,000 subscribers. Paragon is an owner in Sunshine but conducted a survey among subscribers in its operating areas and they preferred SportsChannel programing. That includes MLB's Yankess, Mets and White Sox, the NBA expansion Miami Heat, the NHL plus other events from SportsChannel's four other services.

"We're definitely not where we want to be, but we have come a long way," said Rod Mickler, SportsChannel vice president of marketing. He said the service will not go away, but admitted that the growth has been "a lot slower than we hoped for." Mickler said talks have picked up with some operators and he hopes the Heat and the NHL package will draw in some operators. The number of northern transplants among Florida residents provides a base for hockey interest in Florida, he said.

Although some industry observers believe SportsChannel has the stronger schedule, Dave Almstead, general manager of Sunshine, disagrees. "Sunshine delivers product from every team in the state and the MLB teams," said Almstead, with the exception of the Heat. (Florida's other NBA expansion team, the Orlando Magic, will begin play next year and the rights to its games will pit the two sports against each other again.)

"We hang our hat on the pennant race," not on individual teams, said Almstead. Sunshine is carrying 25 MLB games in August and 26 in September. And Sunshine will carry 55 college football games this fall. "We're attempting to provide programing that appeals to all," he said, of the broad cross-section in that schedule.

For most cable operators it is a matter of one or the other. Since the per-sub fees are nearly identical—Sunshine charges 20 cents, while SportsChannel charges 22 cents—and the programing is relatively comparable, the issue is distribution. Almstead said Sunshine is interested in the NHL but admits "it will probably not be made available to us." But, he said, "nearly two million households is a hard thing to overlook." Sunshine will carry 20 to 25 college hockey games this year, he said.

Although it would appear that the regional sports service concept has arrived, Chestnut believes further shakeouts may be in the offing. "We're in a transition period," he said, "as sports moves from networks to cable. Cable has proven increasingly it can handle sports better than the networks." Chestnut believes that the five or six cable sports entities that can vie for national rights may be down to two or three in a few years.

But that sword could cut both ways. Aber worries about what more MLB games would do to HTS. "More games impact me negatively," he said, because he is already carrying 90 Baltimore Oriole games. His concern is that "in the quest to get national money, that they [the leagues] don't step all over us [the regional sports networks] in the process."

Although the dilution of product is a concern, regionals without competition in their markets are primarily insulated from losing programing. Tomorrow's success, said HSE's Barron, is linked to sticking with what has got them here: "Our future is to stay with programing on a regional basis." □

By Matt Stump

Unscrambling PPV options

System operators face a growing number of choices when adding pay per view, including addressable systems of widely varying cost

Cable systems planning to install pay per view face a number of questions when deciding which addressable system to buy. What will installation cost? Will it increase the buy rate? Will it interface with the billing computer? Will it employ a bank of telephone operators and require dozens of telephone lines?

Many cable operators are finding that those problems are best solved by the current automatic number identification (ANI) technology. Low installation costs and user-friendly aspects make it an attractive alternative. But others believe the future lies with interactive technologies that do not require customers to pick up a telephone to place their orders.

As of Jan. 31, statistics compiled by Paul Kagan Associates, Carmel, Calif., show 5.2 million homes in the U.S. are capable of picking up pay-per-view programing, which is delivered through 240 cable systems. A June Kagan survey found that 60,222 PPV homes are equipped with some form of impulse, interactive box. The Kagan surveys, however, did not break the figures down according to the number of homes with telephone ordering systems, such as ANI or automatic response unit (ARU).

Request TV, New York, which delivers pay-per-view events to cable systems serving 2.8 million homes, estimates that 16% of those homes are served by ANI systems, 20% by ARU/customer service representative (CSR) systems, 46% by straight CSR and 18% by the impulse technologies. The fastest growing technologies, Request's Tina Clark said, are ANI and impulse. Evidence of that, she said, is the fact that Request-2, Request TV's new pay-per-view service, is being introduced by either ANI or impulse by 52% of systems.

As the Request numbers reflect, there are four general pay-per-view delivery methods and many systems continue to use CSR, the earliest-developed and simplest form of addressable technologically. In this system, customer service representatives take orders for programs over telephones. The orders are then manually programed into the computer managing the addressable boxes. CSR's drawback is the expense of maintaining several telephone lines and a staff of operators to take the calls. Because many pay-per-view customers tend to order just before an event, CSR systems are often overloaded before popular offerings.

As an alternative, some cable systems

for 15 years before leaving a year ago for Young & Rubicam where he headed the agency's corporate relations department) at a time when the network's entire promotion effort has come under intense criticism from its television affiliates. At their annual gathering in June, affiliates complained the network's promotion effort was totally ineffective. The network announced at the meeting that department head Warren Spellman would be replaced by Michael Mischler, who is wrapping up affairs at King World and is expected take on his new post at CBS as vice president, promotion, shortly.

Both Schweitzer and CBS Broadcast Group President Howard Stringer met with the network's West Coast promotion unit of about 30 staffers to voice support and talk strategy last week. While Mischler will be free to put together his own team, Schweitzer said last week there would no cutback in the department. "If anything we'll expand it," he said. He added that for the first time at CBS, both the press and advertising-promotion functions will be reporting to the top communications executive and there will a "consolidated strategic effort" between the two areas.

Schweitzer said CBS's new fall campaign would promote the first seven weeks—which will combine returning series repeats with fresh long-form product and some short-flight original series (BROADCASTING, Aug. 15)—separately from the delayed new season. The network is essentially offering female-targeted counterprograming during the first seven weeks. "Tactically," he said, the initial approach "will be like retail advertising, telling the viewer, what, where and when. It will be creative but there will be no big wrapper" packaging that part of the campaign.

Toward the end of the initial phase, Schweitzer said, CBS will launch a cross-promotion blitz, designed to increase circulation among several shows that demonstrated hit potential last season, including *Beauty and the Beast*, *Wiseguy* and *Tour of Duty*. "We'll take a look at the CBS cumulative audience," he explained, and target for cross promotion programs such as news shows, with lighter television users. The cross promotion will try to persuade such viewers to sample programs in prime time.

ABC has two substantial special events with which to promote new series this fall—the 32-hour mini-series, *War and Remembrance* (18 hours of which will air in November, with the balance airing next year), and coverage of the Major League Baseball playoffs. However, the network will not be able to take full advantage of *War and Remembrance* as a promotional vehicle because of some severe restrictions Herman Wouk has placed on the network's ability to promote its new season in the program.

In fact, at Wouk's insistence, no program promos will appear in the body of the program. He has allowed ABC to air a 30-second promo at the beginning of each of the seven episodes that will air this fall, and a 90-second promo to air at the end of each episode. That amounts to 14 minutes of promotion time that ABC has in its best promotion vehicle of the new season, which is about a 10th of the time NBC will use promoting programs in the Olympics.

Mark Zakarin, vice president of marketing, ABC Entertainment, describes this season's network promotional effort as a "uniquely chaotic situation." As to the restrictions on promoting the new schedule in the mini-series, Zakarin acknowledged they are "unfortunate." No doubt, the network will have to spend more on paid advertising to generate awareness of the new season (in print radio and cable), he added. But *War and Remembrance* remains "a very important on-air platform."

Zakarin said it was essential that affiliates carry those promotional spots in their entirity, and not use the time to tease the late news. "This is crucial for developing awareness of the fall season and building momentum for ABC," he said. The spots, he said, will have a "campaign feel," but he declined elaborate.

As for the mini-series itself, Zarkarin said he is looking at some novel ways of promoting it. He said it was premature to discuss those approaches. However, other sources at the network reported that in early September ABC will run print ads alerting viewers to "three special sneak previews of a landmark event in the history of television." Then, on the September 5 half-time edition of *Monday Night Football* and the following day on *Good Morning America* and at the end of *General Hospital*, two-minute teaser clips from the mini-series will be aired.

During the Olympics, while CBS is going for women, ABC is going stictly for laughs. For the entire Olympic period, Sept. 15-Oct. 2, ABC will package prime time as the *ABC Comedy Decathalon*, featuring prime time strips of the networks more popular comedies from 8 p.m. to 9 p.m., followed by comedy specials and movies from 9 p.m. to 11 p.m.

Humor will be the theme of the promotion also, said Zakarin. As an example, he said one spot promoting the *Comedy Decathalon* will feature Rodney Dangerfield's face superimposed on the body of an Olympic gymnast. "We will be brash without showing any disrespect," for the Olympic movement, said Zakarin. The strips and specials have been formatted to allow viewers "to get in and out of the schedule quickly" as they switch in and out of the Olympic coverage.

ABC will use the baseball playoffs to promote male-skewing shows, such as *McGyver*, and to some extent a batch of new and returning comedies that will debut shortly after the playoffs end: *Perfect Strangers*, *Full House* and *Mr. Belvedere* (Oct. 14); *Who's the Boss?* and *Roseanne* (Oct. 18), and *Growing Pains* and *Head of the Class* (Oct. 19). Also last week, ABC said the series remake of *Mission: Impossible* will debut Oct. 23. A rebroadcast of the mini-series *North and South* will be "our female vehicle," said Zakarin. Patrick Swayze and Kirstie Alley have emerged as stars since the first airing of the show in 1985-86, and will be used to promote the rebroadcast. □

NBC takes summer's 16th week

NBC took the 16th week of the summer season (ended Aug. 14) with an 11.5 rating and a 22 share. CBS came in second with a 10.5/20, while ABC had a 9.4/18. In the evening news race, both CBS and ABC tied for first place with an 8.8/19. NBC closed just behind, with an 8.6/17.

The combined network rating/share for the week was a 31.4/60.

Nielsen		Net	
1.	18.1/34	N	Cheers
2.	17.5/35	N	Cosby Show
3.	17.4/33	N	Different World
4.	17.2/31	N	Night Court
5.	16.6/35	C	60 Minutes
6.	16.3/32	C	Murder, She Wrote
7.	15.4/30	N	L.A. Law
8.	15.3/29	A	Full House, Tues.
9.	15.2/27	C	Circus of the Stars
10.	15.2/27	N	NBC Monday Movie
11.	15.0/31	N	Hunter
12.	14.6/26	N	NBC Sunday Movie
13.	14.6/27	N	ALF
14.	14.5/29	A	Who's the Boss?
15.	14.3/30	N	Golden Girls
16.	13.9/27	A	Head of the Class
17.	13.7/25	C	CBS Sunday Movie
18.	13.1/26	N	Amen
19.	12.8/26	A	Growing Pains
20.	12.5/24	C	Wiseguy
21.	11.9/24	A	20/20
22.	11.1/20	A	ABC Monday Movie
23.	10.6/20	A	Hooperman
24.	10.3/21	A	Mr. Belvedere
25.	10.3/21	C	Jake and the Fatman
26.	10.2/18	A	ABC Sunday Movie
27.	10.2/18	A	Moonlighting
28.	9.9/21	A	Full House
29.	9.8/19	N	Major League Baseball, Tues.
30.	9.8/21	N	Cheech Show
31.	9.7/20	C	CBS Friday Movie
32.	9.6/17	C	Memories Then and Now
33.	9.5/22	N	Facts of Life
34.	9.4/17	A	Thirtysomething
35.	9.4/19	A	I Married Dora
36.	9.3/18	A	Spenser: For Hire
37.	9.3/17	N	Funny People
38.	8.9/16	C	Magnum, P.I.
39.	8.8/17	C	48 Hours
40.	8.6/17	C	Newhart
41.	8.5/16	N	My Two Dads
42.	8.3/15	A	Slap Maxwell Story
43.	8.3/16	N	Miami Vice
44.	8.2/15	C	Simon and Simon
45.	8.0/18	A	Perfect Strangers
46.	8.0/16	N	Family Ties
47.	7.9/15	C	Cagney and Lacey
48.	7.8/18	C	How B. Bunny Won the West
49.	7.7/15	A	ABC Thursday Movie
50.	7.6/16	C	Tour of Duty
51.	7.6/17	N	Best of TV Bloopers
52.	7.5/14	C	Cavanaughs
53.	7.4/14	N	St. Elsewhere
54.	7.3/16	A	NFL Pre-season Football
55.	7.1/14	N	Blacke's Magic
56.	6.6/13	A	MacGyver
57.	6.4/12	A	Hothouse
58.	6.4/13	C	CBS Summer Playhouse
59.	6.1/14	C	Kate and Allie
60.	6.1/12	C	Frank's Place
61.	6.0/13	N	Rags to Riches
62.	5.9/12	N	J.J. Starbuck
63.	5.2/11	A	Disney Sunday Movie
64.	4.5/9	C	Pre-Republican Convention

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Cable TV's big spenders. The following is a ranking of the top 10 advertisers on major cable networks (by size of subscriber base) for the first quarter of 1988, according to Arbitron's Broadcast Advertisers Reports.

	First quarter 1988	First quarter 1987	% change
1. Procter & Gamble	$6,765,584	5,174,055	+31
2. Time Inc.	5,848,177	5,321,821	+10
3. General Mills	4,688,460	3,654,724	+28
4. Philip Morris	4,351,793	5,427,642	-20
5. Anheuser-Busch	3,992,308	4,283,601	-7
6. RJR Nabisco	3,308,468	3,746,217	-12
7. Eastman Kodak*	2,991,527	99,805	+300
8. Mars Inc.	2,792,684	5,744,355	-51
9. Chrysler Corp.	2,605,645	924,247	+282
10. Am. Home Products	2,125,712	1,837,816	+16

* Includes Sterling Drug

Lawyers via cable

The Cable Value Network announced it will provide legal advice through Hyatt Legal Services on its home shopping service. Joel Hyatt, founder and senior partner in the firm, has been a well known fixture in television commercials promoting Hyatt services and will dispense direct legal advice on television for the first time, the parties said.

Subscribers who join the LawPlan pay $119 per year and will have access to a number of services of local Hyatt offices. Those services include "unlimited in-person and telephone consultations on virtually any personal legal matter," preparation of wills, documents, deeds, notes and powers of attorney. The fee also covers a quarterly newsletter distributed by Hyatt.

Subscribers can purchase Hyatt services using CVN's credit card or other major credit cards.

Restrictions in several states—Florida, New Jersey, Nevada, Mississippi, Iowa and South Carolina—will prevent CVN from marketing Hyatt services there. Those states account for 2.6 million of CVN's 20 million homes. There are 182 Hyatt offices in 22 states and the District of Columbia.

Joel Hyatt will premiere LawPlan on Sept. 9. CVN will repeat the program once a day, at a minimum, with the ultimate frequency yet to be determined.

CATA spotlight

Telephone companies, the broadcast networks and an inside look at the cable industry will be the topics of the next three Community Antenna Television Association open forums at regional trade shows this fall.

At the Eastern Cable Show in Atlanta Sept. 7, CATA President Steve Effros will interview Tom Robak, who will be building the cable system in Cerritos, Calif., on which GTE will sublease space to provide cable service; Greg Kriser, Helicon Corp., the cable operator in Perryopolis, Pa., through which Bell Atlantic will test fiber optic cable and telephone service, and John Wilbur Hicks, of Applied Fiber Optics.

At the Atlantic show on Oct. 5, CATA will hold an open forum discussion with Tom Rogers, president of NBC Cable, and Michael Eskridge, president of NBC's new Consumer News and Business Channel cable service.

And Trygve Myhren, departing president of American Television & Communications, will headline the CATA forum at the Mid-America Show in Kansas City, Mo., Oct. 18.

Check in hand. Dr. Herman James (center), president of Glassboro State College (N.J.), received a $10,000 check from New York Times Cable to help the school's journalism program. Presenting the check are David MacDonald (r), president of NYT Cable, and Bob Townsend (l), NYT vice president, sales and marketing. NYT serves 157,000 subscribers in southern New Jersey.

Toe tapping for Tutu

Showtime will have live coverage of the Bishop Tutu World Peace Concert from Los Angeles Sept. 10. The 12-hour concert will feature about 70 musical acts and raise funds for various projects supported by South African Archbishop Desmond Tutu. The pay service will present the final three-and-a-half hours of the concert live and replay the entire 12 hours the following day, Sunday, Sept. 11. LBS has the domestic syndication and worldwide home video rights to the event and will offer a two-hour version in domestic syndication that will be available starting Oct. 24.

Bravo back

The Bravo cable network will move back its start time from 7:30 p.m. to 7:55 p.m. beginning Sept. 1. The network had moved to the earlier start time in July, replacing a Chyron-graphic block between 7:30 p.m. and 8 p.m. with regular programing. But the move caused confusion among system operators, some of whom were unable to pick up the feed until 8 p.m. Bravo will now revert to a pre-July schedule, where a preview and calendar appear at 7:55 p.m. and programing begins at 8 p.m. Bravo runs until 6 a.m.

Drive time

Viewer's Choice said 1,000 viewers took advantage of a toll-free number during its pay-per-view carriage of the Pocono 500 auto race to ask questions of drivers and pit crew members during the race. The call-in feature was a first for Viewer's Choice. The event was carried by more than 400 cable systems reaching six million homes.

Viewer preference

The Long Island Coalition for Fair Broadcasting has released a study showing that Long Island residents give poor marks to New York television stations for their coverage of the island, while Cablevision Systems' *News 12* received higher marks for local coverage. In a survey of 150 people, 35% said the city stations did a "fair to poor" job of covering Long Island issues. Of 59% of the people familiar with *News 12*, 50% said its Long Island coverage was "good to excellent." Abby Kenigsberg, executive director of LICFB, said she hopes that study will move New York stations toward expanded coverage of Long Island news.